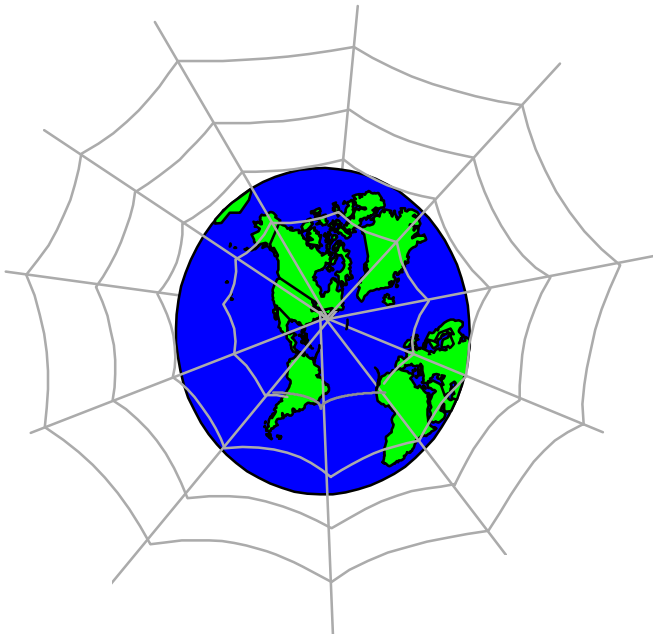




Doing Business Using the World Wide Web



Presented By: Jeffrey Roth
DSDC-TA
(614) 692-9898



Purpose

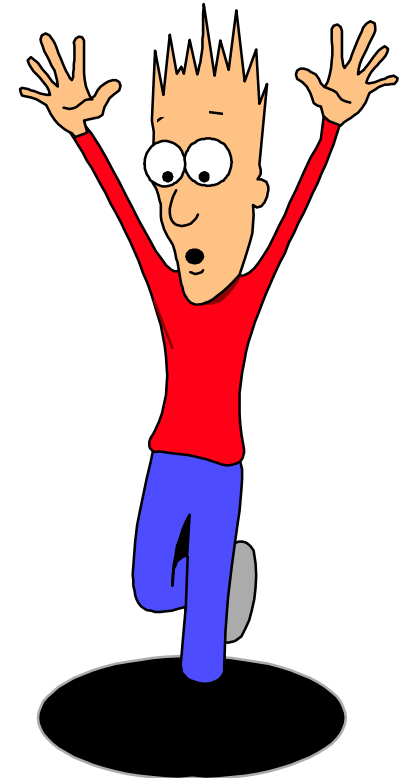
- Understand the True Significance of the Web





Structure

- False Leads
- Learning from “Failures”
- The Web as Enabling Technology





False Leads

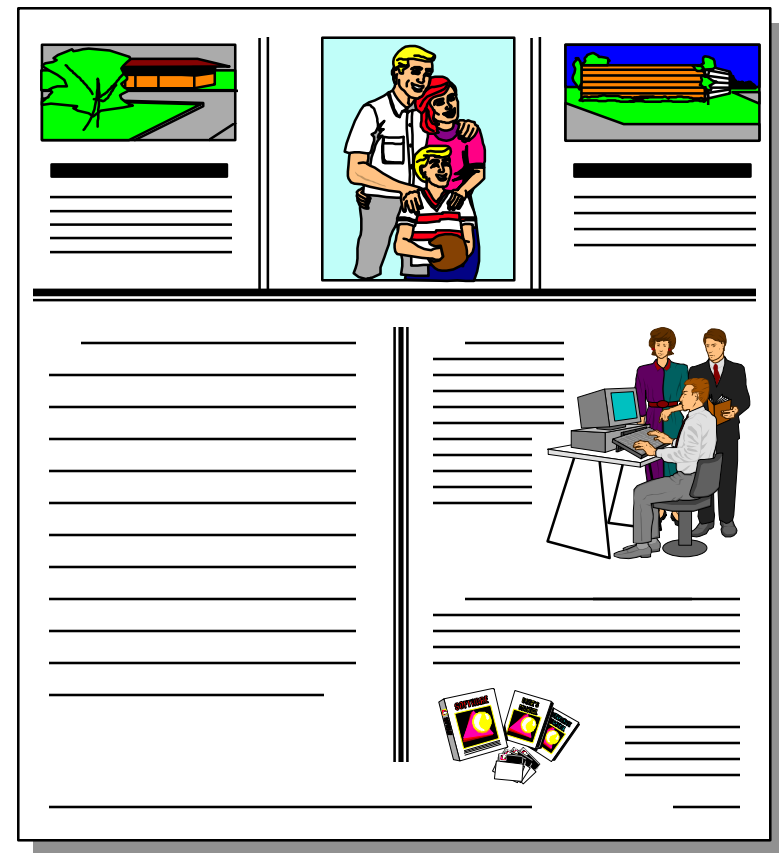
- “Home Pages”
- “Surfing”
- Advertising





“Home Pages”

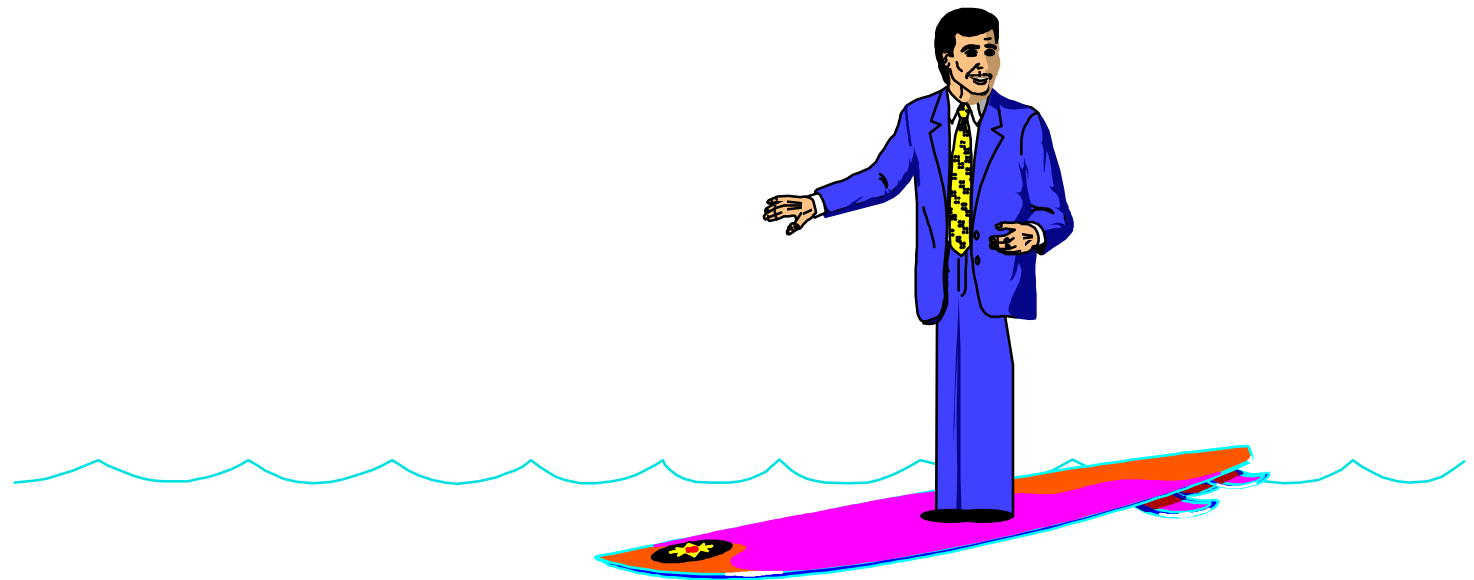
- Personalization
- Photographs
- Idiosyncrasy





“Surfing”

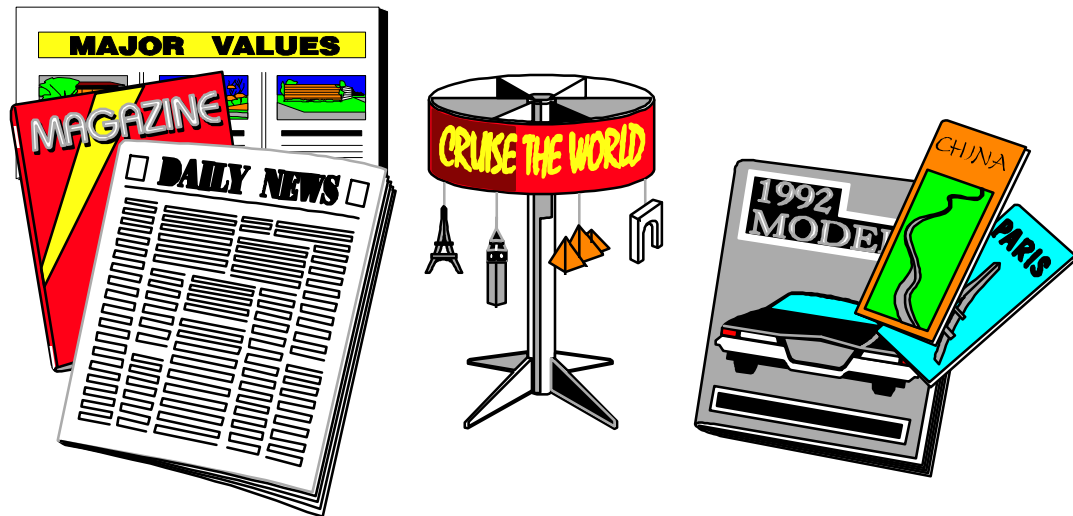
- Unstructured
- Random Wandering





Advertising

- (Large) Graphics
- Glitter





Learning from Failures

- Government Web Sites
- Pay-Per-View
- Too Much Popularity
- Early On-line Ordering





The Web as Enabling Technology

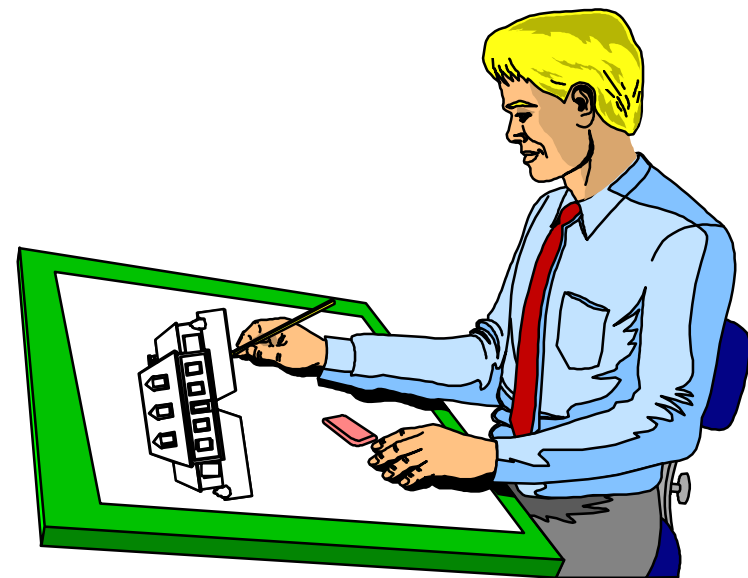
- The Problem of “Building”
- The Problem of “Finding”
- The Problem of “Using”





“Building”

- Experience Fielding Client-Server
- Varieties of Client Platform Configurations





“Finding”

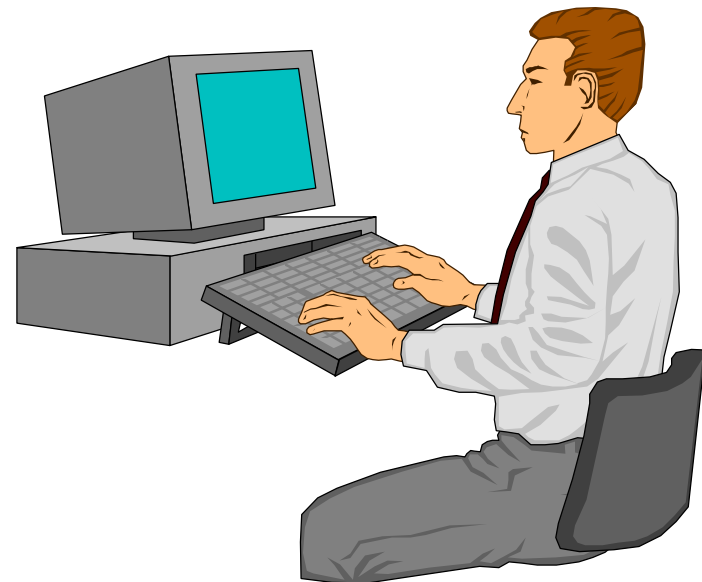
- Multiplicity of Applications
- Unstructured Searches





“Using”

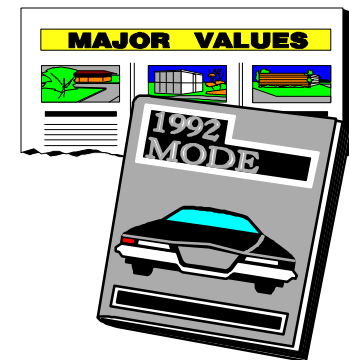
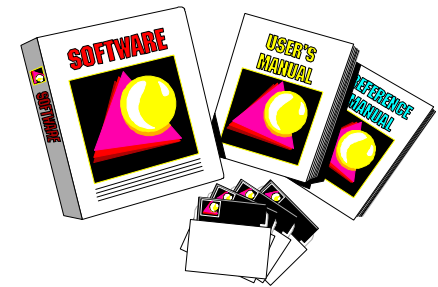
- Multiplicity of Interfaces
- Learning Curve

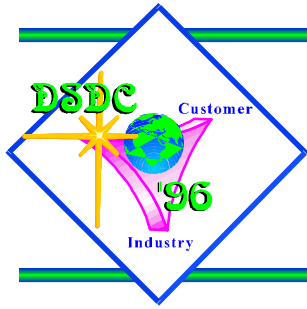




Examples

- Software Development
- Distribution
- Sales

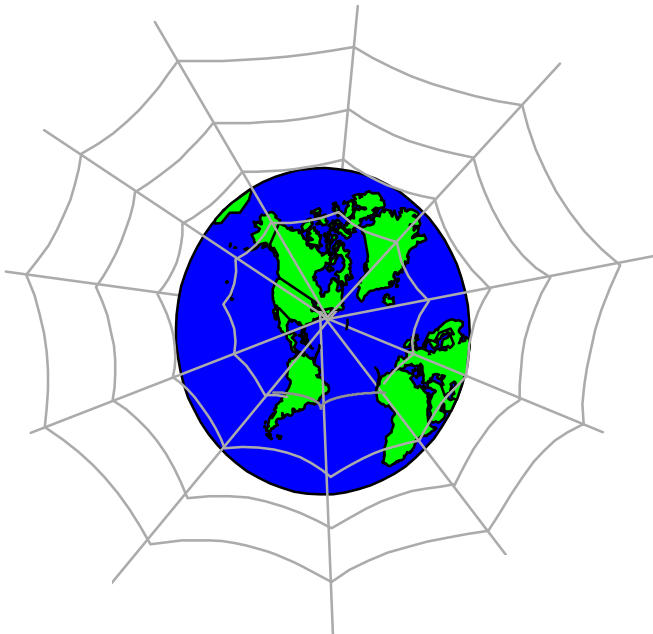




Questions and References



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Presented By: Jeffrey Roth
DSDC-TA
(614) 692-9898
DSN 850-9898
Email: jroth@dcdc.dla.mil